

# FDA

## TALK PAPER

*Food and Drug Administration  
U.S. Department of Health and Human Services  
Public Health Service 5600 Fishers Lane Rockville, MD 20857*

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**FDA Talk Papers are prepared by the Press Office to guide FDA personnel in responding with consistency and accuracy to questions from the public on subjects of current interest. Talk Papers are subject to change as more information becomes available.**

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T97-40  
August 27, 1997

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Broadcast Media: 301-827-3434  
Consumer Hotline: 800-532-4440

### TOBACCO REGULATION UPDATE

FDA has been receiving inquiries recently about its regulation of tobacco and the previously announced effective date of August 28 for provisions covering vending machines, self-service displays and advertising. Because of a lawsuit brought by the tobacco, advertising and convenience store industries against FDA, the effective date of "access" provisions has been delayed, and the following can be used to answer questions:

In April, the Federal District Court in Greensboro, N.C., ruled that FDA had jurisdiction under the Federal Food, Drug and Cosmetic Act to regulate nicotine-containing cigarettes and smokeless tobacco products.

The court upheld all restrictions involving youth access and labeling but delayed implementation of some of these provisions, pending further order of the court. In addition, the court found that FDA did not have authority under the statutory provision that FDA relied on to regulate the advertising and promotion of cigarettes and smokeless tobacco.

Both parties have appealed the district court decision. Arguments before a three-judge panel of the Fourth Circuit Court of Appeals were heard on August 11.

What this means to retailers is:

- \* The provisions that went into effect on February 28 remain in effect. Retailers must not sell cigarettes or smokeless tobacco to persons under age 18, and retailers must verify the age of customers under age 27 by requesting a photographic identification containing the bearer's birth date.
- \* The "access" restrictions scheduled to take effect on August 28, including prohibitions against vending machines and self-service displays, are delayed pending further order of the court. Therefore, retailers are not required to remove vending machines or self-service displays at this time.
- \* The advertising restrictions, including a prohibition against the use of color or imagery in store advertising, were overturned by the district court and are currently on appeal. Retailers do not have to remove in-store advertising at this time.

FDA will publicize future compliance dates as soon as they are established and remains committed to working closely with the retail community.

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## MESSAGE CONFIRMATION

DATE:09/09/97 TIME:08:00

ID:R. J. REYNOLDS TO

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
09/09	07:59	01'23"		G3-S	002	OK

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## TRANSMIT CONFIRMATION REPORT

NO.	:	002
RECEIVER	:	908 750 7163
TRANSMITTER	:	R.J.REYNOLDS TOB 12
DATE	:	SEP 09 '97
DURATION	:	7:48
MODE	:	STD
PAGES	:	02
RESULT	:	OK

51850 0372

## MESSAGE CONFIRMATION

DATE:09/09/97 TIME:07:47

ID:R. J. REYNOLDS TO

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
09/09	07:45	01'14"	908 521 8686	G3-S	002	OK

51850 0373

# FAX

Date 09/9/97

Number of pages including cover sheet 2

TO: Maureen Gulick  
Wakefern Food Corp.

FROM: G. N. Kuruc, Jr.  
R. J. Reynolds Tobacco  
Company  
400 Raritan Center  
Parkway  
Edison, NJ 08889

**Phone**

**Fax Phone** 908-521-8686

**Phone** 908-225-4774

**Fax Phone** 908-750-7163

**CC:**

**REMARKS:**  **Urgent**  **For your review**  **Reply ASAP**  **Please Comment**

Maureen:

Attached is an FDA "Talk Paper" Document.

*Nick*

51850 0374

# FAX

Date 09/9/97

Number of pages Including cover sheet 2

TO: Charlie Iszard  
Amerada Hess Corp.

FROM: G. N. Kuruc, Jr.  
R. J. Reynolds Tobacco  
Company  
400 Raritan Center  
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Edison, NJ 08889

**Phone**

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**Phone** 908-225-4774  
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CC:

**REMARKS:**  **Urgent**  **For your review**  **Reply ASAP**  **Please Comment**

Charlie:

Attached is an FDA "Talk Paper" Document.

*Nick*

51850 0375

# FAX

Date 09/9/97

Number of pages including cover sheet 2

TO: Phil Baseil  
Quick Chek Food Stores

FROM: G. N. Kuruc, Jr.  
R. J. Reynolds Tobacco  
Company  
400 Raritan Center  
Parkway  
Edison, NJ 08889

Phone

Fax Phone 908-534-9216

Phone 908-225-4774

Fax Phone 908-750-7163

CC:

REMARKS:  Urgent  For your review  Reply ASAP  Please Comment

Phil:

Attached is an FDA "Talk Paper" Document.

Nick

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